

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-3 Previously Cancelled

4. (Currently Amended) A multi-purpose card, comprising:
a paper or plastic-based business card having issuing business or individual identifying indicia thereon;

multiple participating vendor web-site addresses printed on the business card so as to be visually distinguishable by a cardholder;

vendor promotion discount indicia printed on the business card to be redeemed at the respective web-site addresses; and

a promotion code printed on the business card, whereby a holder of the business card is able to access a participating vendor web-site address printed on the business card, enter the promotion code at the web-site and receive the vendor promotion discount.

5. (Previously Added) The multi-purpose card of claim 4, wherein the business or individual identifying indicia includes information selected from the group consisting of: business or individual telephone number, business or individual mailing address, business or individual e-mail address, and business or individual name or identifying logo.

6. (Previously Added) The multi-purpose card of claim 5, wherein the multiple participating vendor web-site addresses are printed on an opposite side of the card as the business or individual identifying indicia.

7. (Currently Amended) A multi-purpose card, comprising:
a paper or plastic-based greeting card having artwork and message indicia printed thereon;

multiple participating vendor web-site addresses printed on the greeting card so as to be visually distinguishable by a cardholder;

vendor promotion discount indicia printed on the greeting card to be redeemed at the respective web-site addresses; and

a promotion code printed on the greeting card, whereby a holder of the greeting card is able to access the at least one web-site address of the at least one participating vendor, enter the promotion code at the web-site and receive the vendor promotion discount.

8. (Previously Added) The multi-purpose card of claim 7, wherein the participating vendor web-site addresses are printed on a face of the card not having the artwork or message printed thereon.

9. (Currently Amended) A method for encouraging retention of business or greeting cards and simultaneously increasing visits to participating web-sites, the method comprising the steps of:

providing a paper or plastic-based multi-purpose card in the form of business or a greeting card;

printing a list of participating vendor web-site addresses and associated promotional discount indicia on the business or greeting card so as to be visually distinguishable by a cardholder;

printing a promotional code on the business or greeting card so as to be visually distinguishable by a cardholder;

using a computer network to access a participating vendor web-site using the vendor web-site address printed on the business or greeting card; and

entering the promotional code on the business or greeting card at the web-site to obtain the promotional discount.

10. (Previously Added) The method of claim 9, wherein the business card includes business or individual identifying indicia selected from the group consisting of: business or individual telephone number,

business or individual mailing address, business or individual e-mail address, and business or individual name or identifying logo.

11. (Previously Added) The multi-purpose card of claim 10, wherein the web-site addresses of the participating vendors are printed on an opposite side of the card as the business or individual identifying indicia.

12. (Previously Added) The method of claim 9, wherein the greeting card includes artwork and a message.

13. (Previously Added) The method of claim 12, wherein the web-site addresses of the participating vendors are printed on a face of the greeting card not having the artwork or message printed thereon.